**Audit Bureau of Circulations**
900 North Meacham Road, Schaumburg, Illinois 60173-4968

# FAS-FAX

## Canadian Newspapers

Circulation averages for six months ended September 30, 1991

## Daily Newspapers

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

A 3385-3.24

# INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. U.S. and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is a difference of two percent or more between the publisher's figures and the auditor's findings, and/or at the publisher's request, the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1991 ABC estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

## SYMBOLS

| | |
|---|---|
| # | Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation. |
| @ | Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation. |
| * | Identifies three-month circulation averages (see text above). |
| (a) | Identifies adjusted comparison figures (see text above). |
| (b) | Denotes change in publishing plan (i.e. Morning to Evening). As such, circulation for each period is reported on separate lines. |
| (c) | Indicates initial audit/reinstatement of service report figures for period. |
| C | Participant, ABC Coupon Distribution Verification Service. |
| P | Provides ABC Audited Postal Code Analysis. |

Approximately one week after the mailing of this report, a correction notice (if necessary) will be mailed by ABC. Approximately three weeks after the correction notice, a supplement to this report will be issued. It will list those new filiers as well as pertinent updates.

ABC welcomes your comments and suggestions concerning this report.

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Source: Audit Bureau of Circulations' FAS-FAX Report - September 30, 1991.

*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEWFOUNDLAND** | | | | | | | | | | | | |
| CORNER BROOK (CEN. DIV. 5) | | | 7,200 | | | 16,100 | | | 23,300 | | | |
| WESTERN STAR | E (M-SAT) | P | | 5,048 | 70.11 | | 4,917 | 30.54 | | 9,965 | 10,645 | 11,240 |
| ST. JOHN'S (CEN. DIV. 1) | | | 30,500 | | | 78,200 | | | 108,700 | | | |
| TELEGRAM | E (M-F) | | | 19,898 | 65.24 | | 17,457 | 22.32 | | 37,355 | 38,121 | 39,014 |
| TELEGRAM | WKND | | | 24,066 | 78.90 | | 31,067 | 39.73 | | 55,133 | 57,559 | 57,740 |
| TELEGRAM | SUN | | | 17,599 | 57.70 | | 17,349 | 22.19 | | 34,948 | 35,777 | 37,144 |
| **PRINCE EDWARD ISLAND** | | | | | | | | | | | | |
| CHARLOTTETOWN (QUEENS CO.) | | | 9,500 | | | 19,500 | | | 29,000 | | | |
| GUARDIAN, PATRIOT | CMB DLY | P | | 10,444 | 109.94 | | 11,663 | 59.81 | | 22,107 | 24,501 | 25,241 |
| GUARDIAN | M (M-SAT) | P | | 7,490 | 78.84 | | 9,825 | 50.38 | | 17,315 | 19,678 | 19,699 |
| PATRIOT | E (M-SAT) | P | | 2,954 | 31.09 | | 1,838 | 9.43 | | 4,792 | 4,823 | 5,542 |
| SUMMERSIDE (PRINCE CO.) | | | 4,800 | | | 11,200 | | | 16,000 | | | |
| JOURNAL-PIONEER | E (M-SAT) | | | 3,903 | 81.31 | | 5,874 | 52.45 | | 9,777 | 10,702 | 11,256 |
| **NOVA SCOTIA** | | | | | | | | | | | | |
| AMHERST (CUMBERLAND CO.) | | | 3,600 | | | 11,900 | | | 15,500 | | | |
| NEWS | M (M-F) | | | 2,354 | 65.39 | | 1,406 | 11.82 | | 3,760 | 3,848 | 3,869 |
| CITIZEN | SAT | | | 2,735 | 75.97 | | 3,064 | 25.75 | | 5,799 | 6,615 | 6,641 |
| HALIFAX (HALIFAX CO.) | | | 261,900 # | | | | | | 261,900 | | | |
| CHRONICLE-HERALD, MAIL STAR | CMB DLY | P | # | 70,932 | 27.08 | | | | | 70,932 | 138,889 | 142,750 |
| CHRONICLE-HERALD | M (M-SAT) | P | # | 19,929 | 7.61 | | | | | 19,929 | 86,932 | 87,520 |
| MAIL STAR | E (M-SAT) | P | # | 51,003 | 19.47 | | | | | 51,003 | 51,957 | 55,230 |

(a) ADJUSTED TO AUDIT
(b) CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
(c) INITIAL/REINSTATEMENT AUDIT
* AVERAGE FOR 3 MONTHS
# NEWSPAPER DESIGNATED MARKET

@ CITY OF PUBLICATION
"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| NOVA SCOTIA (cont.) | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HALIFAX (HALIFAX CO.) | | | 117,800 # | | | | | | 117,800 | | | |
| NEWS | M (M-SAT) | | # | 21,929 | 18.62 | | | | | 21,929 | 25,203 (b) | |
| NEWS | M (M-F) | | # | | | | | | | | | 23,881 |
| NEWS | SAT M | | # | | | | | | | | | 22,346 |
| NEWS | SUN | | # | 29,360 | 24.92 | | | | | 29,360 | 36,218 | 34,288 |
| NEW GLASGOW (PICTOU CO.) | | | 7,900 | | | 8,500 | | | 16,400 | | | |
| NEWS | E (M-SAT) | P | | 6,371 | 80.65 | | 4,069 | 47.87 | | 10,440 | 10,934 | 11,735 |
| SYDNEY (CAPE BRETON CO.) | | | 12,400 | | | 30,500 | | | 42,900 | | | |
| CAPE BRETON POST | M (M-SAT) | | | 10,884 | 87.77 | | 18,594 | 60.96 | | 29,478 | 30,970 | 31,741 |
| TRURO (COLCHESTER CO.) | | | 7,700 | | | 9,600 | | | 17,300 | | | |
| NEWS | E (M-SAT) | P | | 4,929 | 64.01 | | 3,749 | 39.05 | | 8,678 | 8,854 | 9,504 |
| **NEW BRUNSWICK** | | | | | | | | | | | | |
| CARAQUET (GLOUCESTER CO.) | | | 28,000 # | | | | | | 28,000 | | | |
| L'ACADIE NOUVELLE | M (M-F) | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| FREDERICTON (YORK CO.) | | | 18,700 | | | 24,500 | | | 43,200 | | | |
| GLEANER | E (M-SAT) | | | 16,649 | 89.03 | | 11,689 | 47.71 | | 28,338 | 29,819 | 29,775 |
| MONCTON (WESTMORLAND CO.) | | | 29,600 | | | 76,100 | | | 105,700 | | | |
| TIMES-TRANSCRIPT | E (M-F) | P,C | | 22,990 | 77.67 | | 17,705 | 23.27 | | 40,695 | 42,839 | 43,115 |
| TIMES-TRANSCRIPT | SAT | P,C | | 27,954 | 94.44 | | 23,029 | 30.26 | | 50,983 | 53,967 | 53,344 |
| ST. JOHN (ST. JOHN CO.) | | | 29,400 | | | 220,700 | | | 250,100 | | | |
| TELEGRAPH-JOURNAL, TIMES-GLOBE | CMB DLY | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| TELEGRAPH-JOURNAL | M (M-F) | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| TIMES-GLOBE | E (M-F) | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| TELEGRAPH-JOURNAL | SAT M | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |

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(b) CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
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* AVERAGE FOR 3 MONTHS
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| | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **QUEBEC** | | | | | | | | | | | | |
| CHICOUTIMI (CHICOUTIMI CO.) | | | 22,400 | | | 44,300 | | | 66,700 | | | |
| LE QUOTIDIEN | M (M-SAT) | | | 8,757 | 39.09 | | 13,574 | 30.64 | | 22,331 | 28,184 | 31,140 |
| PROGRES-DIMANCHE | SUN | | | 13,052 | 58.27 | | 21,346 | 48.19 | | 34,398 | 49,504 | 50,963 |
| GRANBY (SHEFFORD CO.) | | | 22,400 | | | 35,000 | | | 57,400 | | | |
| LA VOIX DE L'EST | M (M-F) | | | 8,872 | 39.61 | | 5,705 | 16.30 | | 14,577 | 14,886 | 15,520 |
| LA VOIX DE L'EST | SAT M | | | 11,339 | 50.62 | | 6,979 | 19.94 | | 18,318 | 18,617 | 18,895 |
| MONTREAL (ILE DE MONTREAL CO.) | | | 1,011,200 | | | 477,300 | | | 1,488,500 | | | |
| GAZETTE | M (M-F) | C | | 132,788 | 13.13 | | 16,484 | 3.45 | | 149,272 | 161,574 | 174,514 |
| GAZETTE | SAT M | C | | 185,159 | 18.31 | | 30,752 | 6.44 | | 215,911 | 236,055 | 252,893 |
| GAZETTE | SUN | C | | 121,804 | 12.05 | | 17,657 | 3.70 | | 139,461 | 150,553 | 161,012 |
| MONTREAL (ILE DE MONTREAL CO.) | | | 1,338,100 # | | | 150,400 | | | 1,488,500 | | | |
| LA PRESSE | M (M-F) | C | # | 150,130 | 11.22 | | 10,208 | 6.79 | | 160,338 | 183,590 | 198,537 |
| LA PRESSE | SAT M | C | # | 236,571 | 17.68 | | 21,259 | 14.13 | | 257,830 | 303,011 | 310,587 |
| LA PRESSE | SUN * | C | # | 140,521 | 10.50 | | 11,205 | 7.45 | | 151,726 | 175,454 | 183,723 |
| MONTREAL (ILE DE MONTREAL CO.) | | | 1,515,400 # | | | | | | 1,515,400 | | | |
| LE DEVOIR | M (M-F) | | # | 15,103 | 1.00 | | | | | 15,103 | 23,091 | 26,461 |
| LE DEVOIR | SAT M | | # | 16,785 | 1.11 | | | | | 16,785 | 26,348 | 29,508 |
| LE JOURNAL | M (M-F) | | # | 233,689 | 15.42 | | | | | 233,689 | 273,402 | 303,458 |
| LE JOURNAL | SAT M | | # | 275,357 | 18.17 | | | | | 275,357 | 327,861 | 345,098 |
| LE JOURNAL | SUN | | # | 241,013 | 15.90 | | | | | 241,013 | 296,522 | 322,375 |
| QUEBEC (QUEBEC CO.) | | | 242,100 # | | | 46,600 | | | 288,700 | | | |
| LE JOURNAL | M (M-F) | | # | 55,711 | 23.01 | | 8,992 | 19.30 | | 64,703 | 96,369 | 105,835 |
| LE JOURNAL | SAT M | | # | 59,924 | 24.75 | | 10,957 | 23.51 | | 70,881 | 105,055 | 108,897 |
| LE JOURNAL | SUN | | # | 51,600 | 21.31 | | 9,314 | 19.99 | | 60,914 | 91,013 | 97,502 |
| QUEBEC (QUEBEC CO.) | | | 226,500 # | | | 59,200 | | | 285,700 | | | |
| LE SOLEIL | M (M-F) | C | # | 63,139 | 27.88 | | 10,872 | 18.36 | | 74,011 | 98,675 | 108,112 |
| LE SOLEIL | SAT M | C | # | 91,606 | 40.44 | | 14,063 | 23.76 | | 105,669 | 136,550 | 141,797 |
| LE SOLEIL | SUN | C | # | 54,848 | 24.22 | | 9,429 | 15.93 | | 64,277 | 86,126 | 93,085 |

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| QUEBEC (cont.) | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SHERBROOKE (SHERBROOKE CO.) | | | 45,000 | | | 68,600 | | | 113,600 | | | |
| LA TRIBUNE | M (M-F) | | | 18,314 | 40.70 | | 12,622 | 18.40 | | 30,936 | 34,085 | 37,740 |
| LA TRIBUNE | SAT M | | | 23,626 | 52.50 | | 14,829 | 21.62 | | 38,455 | 41,735 | 44,590 |
| RECORD | M (M-F) | | | 1,674 | 3.72 | | 2,813 | 4.10 | | 4,487 | 5,831 | 6,047 |
| TROIS-RIVIERES (ST. MAURICE CO.) | | | 83,800 # | | | | | | 83,800 | | | |
| LE NOUVELLISTE | M (M-SAT) | | # | 38,289 | 45.69 | | | | | 38,289 | 49,449 | 54,317 |
| **ONTARIO** | | | | | | | | | | | | |
| BARRIE (SIMCOE CO.) | | | 21,700 | | | 20,900 | | | 42,600 | | | |
| EXAMINER | E (M-SAT) | P | | 9,058 | 41.74 | | 4,125 | 19.74 | | 13,183 | 13,282 | 14,742 |
| BELLEVILLE (HASTINGS CO.) | | | 15,000 | | | 33,000 | | | 48,000 | | | |
| INTELLIGENCER | E (M-SAT) | | | 10,766 | 71.77 | | 6,999 | 21.21 | | 17,765 | 17,970 | 19,021 |
| INTELLIGENCER | SUN | | | 9,572 | 63.81 | | 6,158 | 18.66 | | 15,730 | 15,901 (b) | |
| BRANTFORD (BRANT CO.) | | | 31,000 | | | 40,400 | | | 71,400 | | | |
| EXPOSITOR | E (M-SAT) | P,C | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| BROCKVILLE (LEEDS CO.) | | | 9,200 | | | 22,100 | | | 31,300 | | | |
| RECORDER AND TIMES | E (M-SAT) | C | | 7,298 | 79.33 | | 8,496 | 38.44 | | 15,794 | 16,374 | 16,711 |
| CAMBRIDGE (WATERLOO RM) | | | 30,600 | | | 1,800 | | | 32,400 | | | |
| REPORTER | E (M-SAT) | P,C | | 12,128 | 39.63 | | 656 | 36.44 | | 12,784 | 13,030 | 14,728 |
| CHATHAM (KENT CO.) | | | 16,500 | | | 13,600 | | | 30,100 | | | |
| NEWS | E (M-SAT) | P,C | | 10,177 | 61.68 | | 4,159 | 30.58 | | 14,336 | 15,681 | 16,553 |
| COBOURG (NORTHUMBERLAND CO.) | | | 5,600 | | | 6,700 | | | 12,300 | | | |
| STAR | E (M-F) | | | 3,680 | 65.71 | | 1,813 | 27.06 | | 5,493 | 5,652 * | 5,992 * |
| CORNWALL (STORMONT CO.) | | | 19,000 | | | 6,200 | | | 25,200 | | | |
| STANDARD-FREEHOLDER | E (M-SAT) | | | 12,822 | 67.48 | | 3,613 | 58.27 | | 16,435 | 17,991 | 18,430 |
| GUELPH (WELLINGTON CO.) | | | 33,500 | | | 10,000 | | | 43,500 | | | |
| MERCURY | E (M-SAT) | P,C | | 15,005 | 44.79 | | 2,668 | 26.68 | | 17,673 | 18,128 | 19,547 |

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| ONTARIO (cont.) | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HALTON RM-HAMILTON-WENTWORTH RM | | | 220,700 # | | | | | | 220,700 | | | |
| SPECTATOR (COMBINED) | E (M-SAT) | C | # | 119,922 | 54.34 | | | | | 119,922 | 133,687 | 137,159 |
| SPECTATOR (HAMILTON ED.) | E (M-SAT) | C | # | 99,734 | 45.19 | | | | | 99,734 | 111,852 | 114,877 |
| SPECTATOR (BURLINGTON ED.) | E (M-SAT) | C | # | 20,188 | 9.15 | | | | | 20,188 | 21,835 | 22,282 |
| KENORA (KENORA DIST.) | | | 4,700 | | | 4,000 | | | 8,700 | | | |
| MINER AND NEWS | E (M-F) | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| KINGSTON (FRONTENAC CO.) | | | 54,600 # | | | 10,600 | | | 65,200 | | | |
| WHIG-STANDARD | E (M-SAT) | C | # | 30,389 | 55.66 | | 2,556 | 24.11 | | 32,945 | 33,991 | 35,615 |
| KIRKLAND LAKE (TIMISKAMING DIST.) | | | 4,700 | | | 9,200 | | | 13,900 | | | |
| NORTHERN NEWS | E (M-SAT) | | | 3,076 | 65.45 | | 2,314 | 25.15 | | 5,390 | 5,554 | 5,810 |
| KITCHENER-WATERLOO (WATERLOO RM) | | | 90,500 | | | 45,800 | | | 136,300 | | | |
| RECORD | E (M-FRI) | P,C | | 48,383 | 53.46 | | 17,433 | 38.06 | | 65,816 | 74,811 (b) | 80,917 |
| RECORD | E (M-SAT) | P,C | | | | | | | | | | |
| RECORD | SAT | P,C | | 57,495 | 63.53 | | 19,507 | 42.59 | | 77,002 | 88,274 (b) | |
| LINDSAY (VICTORIA CO.) | | | 7,100 | | | 11,900 | | | 19,000 | | | |
| POST | E (M-F) | | | 4,957 | 69.82 | | 3,621 | 30.43 | | 8,578 | 9,381 | 9,763 (a) |
| LONDON (MIDDLESEX CO.) | | | 120,200 # | | | 48,700 | | | 168,900 | | | |
| FREE PRESS | M (M-SAT) | C | # | 61,946 | 51.54 | | 19,270 | 39.57 | | 81,216 | 118,662 | 124,754 |
| NIAGARA FALLS (NIAGARA RM) | | | 27,600 | | | 9,600 | | | 37,200 | | | |
| REVIEW | E (M-SAT) | P | | 18,110 | 65.62 | | 3,178 | 33.10 | | 21,288 | 21,572 | 23,000 |
| NORTH BAY (NIPISSING DIST.) | | | 20,400 | | | 20,900 | | | 41,300 | | | |
| NUGGET | E (M-SAT) | C | | 14,546 | 71.30 | | 7,425 | 35.53 | | 21,971 | 23,040 | 24,109 |
| ORILLIA (SIMCOE CO.) | | | 10,300 | | | 8,200 | | | 18,500 | | | |
| PACKET & TIMES | E (M-SAT) | | | 7,189 | 69.80 | | 3,482 | 42.46 | | 10,671 | 10,930 * | 11,219 * |
| OSHAWA (DURHAM RM) | | | 50,500 | | | 33,900 | | | 84,400 | | | |
| TIMES | E (M-SAT) | P | | 14,528 | 28.77 | | 5,566 | 16.42 | | 20,094 | 20,373 | 20,905 |

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| ONTARIO (cont.) | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| OTTAWA (OTTAWA-CARLETON RM) | | | 335,300 # | | | | | | 335,300 | | | |
| CITIZEN | ALL DAY (M-F) | C | # | 135,576 | 40.43 | | | | | 135,576 | 169,992 | 180,044 |
| CITIZEN | SAT M | C | # | 176,054 | 52.51 | | | | | 176,054 | 224,607 | 234,455 |
| CITIZEN | SUN | C | # | 118,780 | 35.42 | | | | | 118,780 | 151,987 | 159,512 |
| OTTAWA (OTTAWA-CARLETON RM) | | | 233,300 # | | | | | | 233,300 | | | |
| SUN | M (M-F) | | # | 38,714 | 16.59 | | | | | 38,714 | 45,070 | 36,349 |
| SUN | SUN | | # | 37,969 | 16.27 | | | | | 37,969 | 47,041 | 40,790 |
| OTTAWA-HULL (OTTAWA-CARLETON RM) | | | 272,800 # | | | | | | 272,800 | | | |
| LE DROIT | ALL DAY (M-F) | C | # | 27,795 | 10.19 | | | | | 27,795 | 33,076 | 33,887 |
| LE DROIT | SAT M | C | # | 33,284 | 12.20 | | | | | 33,284 | 39,501 | 39,792 |
| OWEN SOUND (GREY CO.) | | | 7,900 | | | 37,200 | | | 45,100 | | | |
| SUN TIMES | E (M-SAT) | | | 7,408 | 93.77 | | 15,034 | 40.41 | | 22,442 | 23,766 | 24,198 |
| PEMBROKE (RENFREW CO.) | | | 6,100 | | | 11,600 | | | 17,700 | | | |
| OBSERVER | E (M-SAT) | | | 4,049 | 66.38 | | 3,250 | 28.02 | | 7,299 | 7,383 | 7,415 |
| PETERBOROUGH (PETERBOROUGH CO.) | | | 25,900 | | | 25,000 | | | 50,900 | | | |
| EXAMINER | E (M-SAT) | P | | 17,298 | 66.79 | | 7,843 | 31.37 | | 25,141 | 25,738 | 27,960 |
| EXAMINER | SUN | P | | 15,347 | 59.25 | | 6,955 | 27.82 | | 22,302 | 22,772 | 24,247 |
| PORT HOPE (NORTHUMBERLAND CO.) | | | 4,400 | | | 1,500 | | | 5,900 | | | |
| GUIDE | E (M-F) | | | 2,728 | 62.00 | | 385 | 25.67 | | 3,113 | 3,253 * | 3,489 * |
| ST. CATHARINES (NIAGARA RM) | | | 53,600 | | | 18,400 | | | 72,000 | | | |
| STANDARD | E (M-SAT) | P | | 33,333 | 62.19 | | 6,389 | 34.72 | | 39,722 | 42,107 | 43,134 |
| ST. THOMAS (ELGIN CO.) | | | 11,800 | | | 8,500 | | | 20,300 | | | |
| TIMES-JOURNAL | E (M-SAT) | | | 6,709 | 56.86 | | 2,447 | 28.79 | | 9,156 | 9,397 | 10,145 |
| SARNIA (LAMBTON CO.) | | | 30,700 | | | 11,100 | | | 41,800 | | | |
| OBSERVER | E (M-SAT) | P,C | | 19,058 | 62.08 | | 3,447 | 31.05 | | 22,505 | 22,918 | 23,979 |

(a) ADJUSTED TO AUDIT
(b) CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
(c) INITIAL/REINSTATEMENT AUDIT
* AVERAGE FOR 3 MONTHS
# NEWSPAPER DESIGNATED MARKET

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*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| ONTARIO (cont.) | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SAULT STE. MARIE (ALGOMA DIST.) | | | 29,400 | | | 6,000 | | | 35,400 | | | |
| STAR | E (M-SAT) | P,C | | 21,042 | 71.57 | | 4,547 | 75.78 | | 25,589 | 25,931 | 26,757 |
| SIMCOE (HALDIMAND-NORFOLK RM) | | | 5,500 | | | 18,500 | | | 24,000 | | | |
| REFORMER | E (M-SAT) | | | 4,458 | 81.05 | | 5,261 | 28.44 | | 9,719 | 9,881 | 10,577 |
| STRATFORD (PERTH CO.) | | | 11,100 | | | 12,100 | | | 23,200 | | | |
| BEACON-HERALD | E (M-SAT) | | | 8,043 | 72.46 | | 4,696 | 38.81 | | 12,739 | 13,178 | 13,644 |
| SUDBURY (SUDBURY RM) | | | 35,900 | | | 33,600 | | | 69,500 | | | |
| STAR | E (M-SAT) | P | | 15,484 | 43.13 | | 10,479 | 31.19 | | 25,963 | 27,005 | 29,483 |
| THUNDER BAY (THUNDER BAY DIST.) | | | 42,100 | | | 16,600 | | | 58,700 | | | |
| TIMES-NEWS, CHRONICLE-JOURNAL | CMB DLY | | | 29,835 | 70.87 | | 4,906 | 29.55 | | 34,741 | 36,063 * | 37,905 * |
| TIMES-NEWS | M (M-F) | | | 2,304 | 5.47 | | 4,425 | 26.66 | | 6,729 | 7,948 * | 8,695 * |
| CHRONICLE-JOURNAL | E (M-F) | | | 27,531 | 65.39 | | 481 | 2.90 | | 28,012 | 28,115 * | 29,210 * |
| CHRONICLE-JOURNAL/TIMES-NEWS | SAT | | | 30,635 | 72.77 | | 5,329 | 32.10 | | 35,964 | 37,336 * | 38,141 * |
| CHRONICLE-JOURNAL/TIMES-NEWS | SUN | | | 26,524 | 63.00 | | 4,552 | 27.42 | | 31,076 | 32,217 * | 33,561 * |
| TIMMINS (COCHRANE DIST.) | | | 11,900 | | | 5,700 | | | 17,600 | | | |
| PRESS | E (M-SAT) | | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| TORONTO (TORONTO RM) | | | 1,401,800 # | | | | | | 1,401,800 | | | |
| RACING FORM | MON M | | | | | | | | | | 3,603 * | 4,080 * |
| RACING FORM | M (TU-F) | | | | | | | | | | 4,434 * | 4,661 * |
| RACING FORM | SAT M | | | | | | | | | | 9,339 * | 9,812 * |
| RACING FORM | SUN | | | | | | | | | | 9,897 * | 10,357 * |
| FINANCIAL POST | M (TU-F) | | # | | | | | | | | 82,278 | 90,353 |
| FINANCIAL POST | SAT | | # | | | | | | | | 156,674 | 186,358 |
| | ALL DAY | | | | | | | | | | | |
| STAR | (M-F) | C | # | 397,628 | 28.37 | | | | | 397,628 | 508,993 | 509,665 |
| STAR | SAT | C | # | 559,100 | 39.88 | | | | | 559,100 | 753,629 | 767,799 |
| STAR | SUN | C | # | 345,745 | 24.66 | | | | | 345,745 | 509,647 | 530,784 |
| TORONTO (TORONTO RM) | | | 1,427,200 # | | | | | | 1,427,200 | | | |
| SUN | M (M-F) | C | # | 213,239 | 14.94 | | | | | 213,239 | 257,610 | 287,171 |
| SUN | SAT M | C | # | 141,080 | 9.89 | | | | | 141,080 | 182,776 | 191,366 |
| SUN | SUN | C | # | 364,053 | 25.51 | | | | | 364,053 | 444,181 | 462,766 |

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| ONTARIO (cont.) | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WELLAND-PORT COLBORNE (NIAGARA RM) | | | | | | | | | | | | |
| TRIBUNE | E (M-SAT) | P,C | 18,200 | 10,717 | 58.88 | 14,200 | 5,531 | 38.95 | 32,400 | 16,248 | 16,621 | 17,937 |
| WILLOWDALE (YORK CO.) | | | | | | | | | | | | |
| COMMERCIAL NEWS AND CONSTRUCTION RECORD | DLY (M-F) | | | | | | | | | | 7,051 | 6,609 |
| WINDSOR (ESSEX CO.) | | | | | | | | | | | | |
| STAR | E (M-SAT) | C | 84,200 | 62,575 | 74.32 | 37,800 | 21,322 | 56.41 | 122,000 | 83,897 | 85,289 | 85,634 |
| WOODSTOCK (OXFORD CO.) | | | | | | | | | | | | |
| SENTINEL-REVIEW | E (M-SAT) | P | 10,600 | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | 10,800 | | | 21,400 | | | |
| **MANITOBA** | | | | | | | | | | | | |
| BRANDON (CEN. DIV. 7) | | | | | | | | | | | | |
| SUN | E (M-SAT) | | 15,000 | 10,585 | 70.57 | 19,800 | 5,879 | 29.69 | 34,800 | 16,464 | 17,862 * | 17,748 * |
| SUN | SUN | | | 9,677 | 64.51 | | 5,151 | 26.02 | | 14,828 | 16,114 * | 15,648 * |
| PORTAGE LA PRAIRIE (CEN. DIV. 9) | | | | | | | | | | | | |
| GRAPHIC | E (M-SAT) | | 5,200 | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | 4,400 | | | 9,600 | | | |
| WINNIPEG (CEN. DIV. 11) | | | 240,600 # | | | 47,600 | | | 288,200 | | | |
| FREE PRESS | M (M-F) | | # | 121,463 | 50.48 | | 17,248 | 36.24 | | 138,711 | 157,631 | 161,402 |
| FREE PRESS | SAT M | | # | 160,884 | 66.87 | | 31,742 | 66.68 | | 192,626 | 224,783 | 227,608 |
| FREE PRESS | SUN | | # | 111,301 | 46.26 | | 16,837 | 35.37 | | 128,138 | 145,300 | 146,824 |
| WINNIPEG (CEN. DIV. 11) | | | 237,800 # | | | | | | 237,800 | | | |
| SUN | M (M-F) | | # | 36,966 | 15.54 | | | | | 36,966 | 42,717 | 49,549 |
| SUN | SUN | | # | 46,566 | 19.58 | | | | | 46,566 | 55,024 | 56,340 |

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*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SASKATCHEWAN** | | | | | | | | | | | | |
| MOOSE JAW (CEN. DIV. 7) | | | | | | | | | | | | |
| TIMES-HERALD | E (M-SAT) | | 13,100 | | | 6,400 | | | 19,500 | | | |
| | | | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| PRINCE ALBERT (CEN. DIV. 15) | | | | | | | | | | | | |
| HERALD | E (M-SAT) | | 12,600 | 7,556 | 59.97 | 9,000 | 1,592 | 17.69 | 21,600 | 9,148 | 9,346 | 9,585 |
| REGINA (CEN. DIV. 6) | | | | | | | | | | | | |
| LEADER-POST | E (M-SAT) | | 66,900 #<br># | 44,288 | 66.20 | 115,000 | 23,243 | 20.21 | 181,900 | 67,531 | 67,905 | 68,944 |
| SASKATOON (CEN. DIV. 11) | | | | | | | | | | | | |
| STAR-PHOENIX | ALL DAY (M-SAT) | P,C | 70,300 #<br># | 40,229 | 57.22 | 26,900 | 7,765 | 28.87 | 97,200 | 47,994 | 60,259 | 63,587 |
| **ALBERTA** | | | | | | | | | | | | |
| CALGARY (CEN. DIV. 6) | | | 263,000 | | | 163,400 | | | 426,400 | | | |
| HERALD | M (M-TH) | C | | 107,719 | 40.96 | | 13,966 | 8.55 | | 121,685 | 123,191 (b) | |
| HERALD | FRI M | C | | 138,525 | 52.67 | | 20,035 | 12.26 | | 158,560 | 160,168 | 163,286 |
| HERALD | SAT | C | | 117,006 | 44.49 | | 19,289 | 11.80 | | 136,295 | 139,607 (b) | |
| HERALD | M (M-TH & SAT) | C | | | | | | | | | | 129,283 |
| HERALD | SUN | C | | 101,800 | 38.71 | | 13,891 | 8.50 | | 115,691 | 117,454 | 118,044 |
| SUN | M (M-F) | | | 56,955 | 21.66 | | 12,071 | 7.39 | | 69,026 | 70,537 | 71,497 |
| SUN | SUN | | | 76,085 | 28.93 | | 17,573 | 10.75 | | 93,658 | 95,693 | 100,466 |
| EDMONTON (CEN. DIV. 11) | | | 259,700 | | | 256,200 | | | 515,900 | | | |
| JOURNAL | M (M-TH & SAT) | C | | 116,251 | 44.76 | | 40,755 | 15.91 | | 157,006 | 159,997 | 161,808 |
| JOURNAL | FRI M | C | | 133,066 | 51.24 | | 53,384 | 20.84 | | 186,450 | 189,353 | 190,875 |
| JOURNAL | SUN | C | | 110,463 | 42.53 | | 37,653 | 14.70 | | 148,116 | 150,483 | 151,748 |
| EDMONTON (CEN. DIV. 11) | | | 293,500 # | | | | | | 293,500 | | | |
| SUN | M (M-F) | C | # | 63,057 | 21.48 | | | | | 63,057 | 81,385 | 85,157 |
| SUN | SUN | C | # | 96,289 | 32.81 | | | | | 96,289 | 123,003 | 125,058 |

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| ALBERTA (cont.) | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| FORT McMURRAY (CEN. DIV. 12) | | 11,200 @ | | | | | | 11,200 | | | |
| TODAY | E (M-TH) | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| TODAY | FRI E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| GRANDE PRAIRIE (CEN. DIV. 15) | | 9,800 | | | 20,000 | | | 29,800 | | | |
| HERALD-TRIBUNE | E (M-TH) | | 5,817 | 59.36 | | 2,460 | 12.30 | | 8,277 | 8,368 | 8,433 |
| HERALD-TRIBUNE | FRI E | | 8,576 | 87.51 | | 3,133 | 15.67 | | 11,709 | 11,878 | 11,674 |
| LETHBRIDGE (CEN. DIV. 2) | | 23,600 | | | 30,400 | | | 54,000 | | | |
| HERALD | E (M-SAT) | | 15,365 | 65.11 | | 9,043 | 29.75 | | 24,408 | 25,856 * | 24,720 * |
| MEDICINE HAT (CEN. DIV. 1) | | 16,600 | | | 7,800 | | | 24,400 | | | |
| NEWS | E (M-SAT) | | 11,657 | 70.22 | | 2,010 | 25.77 | | 13,667 | 13,790 | 13,942 |
| RED DEER (CEN. DIV. 8) | | 21,900 | | | 46,900 | | | 68,800 | | | |
| ADVOCATE | E (M-SAT) | | 12,786 | 58.38 | | 8,425 | 17.96 | | 21,211 | 21,302 * | 22,028 * |
| **BRITISH COLUMBIA** | | | | | | | | | | | |
| CRANBROOK (EAST KOOTENAY RD) | | 5,800 | | | 6,200 | | | 12,000 | | | |
| TOWNSMAN | E (M-F) | | 3,470 | 59.83 | | 484 | 7.81 | | 3,954 | 4,046 | 4,118 |
| FORT ST. JOHN (PEACE RIVER-LIARD RD) | | 5,000 | | | 2,000 | | | 7,000 | | | |
| ALASKA HIGHWAY NEWS | E (M-F) | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| KAMLOOPS (THOMPSON-NICOLA RD) | | 24,000 | | | 13,300 | | | 37,300 | | | |
| NEWS | E (M-SAT) | | 15,477 | 64.49 | | 2,120 | 15.94 | | 17,597 | 17,832 | 19,083 |
| KELOWNA (CENTRAL OKANAGAN RD) | | 25,800 | | | 18,300 | | | 44,100 | | | |
| COURIER | E (M-SAT) P | | 15,939 | 61.78 | | 2,969 | 16.22 | | 18,908 | 19,301 | 18,833 |
| NANAIMO (NANAIMO RD) | | 23,700 | | | 19,000 | | | 42,700 | | | |
| FREE PRESS | E (M-SAT) P | | 8,674 | 36.60 | | 1,789 | 9.42 | | 10,463 | 10,604 | 10,600 |
| NELSON (CENTRAL KOOTENAY RD) | | 3,800 | | | 18,600 | | | 22,400 | | | |
| NEWS | E (M-F) | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |

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| BRITISH COLUMBIA (cont.) | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PENTICTON (OKANAGAN-SIMILKAMEEN RD) | | | | | | | | | | | | |
| HERALD | E (M-SAT) | | 11,500 | 7,249 | 63.03 | 13,000 | 1,696 | 13.05 | 24,500 | 8,945 | 9,055 | 8,912 |
| PORT ALBERNI (ALBERNI-CLAYOQUOT RD) | | | | | | | | | | | | |
| VALLEY TIMES | E (M-F) | | 7,000 | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | 4,700 | | | 11,700 | | | |
| PRINCE GEORGE (FRASER-FORT GEORGE RD) | | | | | | | | | | | | |
| CITIZEN | E (M-SAT) | C | 22,200 | 18,063 | 81.36 | 19,300 | 2,870 | 14.87 | 41,500 | 20,933 | 21,096 | 21,649 |
| PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD) | | | | | | | | | | | | |
| NEWS | E (M-F) | | 5,700 | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | 1,700 | | | 7,400 | | | |
| TRAIL (KOOTENAY BOUNDARY RD) | | | | | | | | | | | | |
| TIMES | E (M-F) | | 4,200 | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | 10,300 | | | 14,500 | | | |
| VANCOUVER (GREATER VANCOUVER RD) | | | 397,100 | | | 305,400 | | | 702,500 | | | |
| PROVINCE | M (M-F) | C | | 81,603 | 20.55 | | 67,677 | 22.16 | | 149,280 | 182,462 | 183,652 |
| PROVINCE | SUN | C | | 94,557 | 23.81 | | 83,363 | 27.30 | | 177,920 | 222,178 | 227,432 |
| SUN | E (M-TH) | C | | 110,900 | 27.93 | | 63,241 | 20.71 | | 174,141 | 189,556 | 196,753 |
| SUN | FRI E | C | | 148,074 | 37.29 | | 86,516 | 28.33 | | 234,590 | 254,908 | 262,771 |
| SUN | SAT E | C | | 138,919 | 34.98 | | 83,455 | 27.33 | | 222,374 | 252,371 | 267,290 |
| VERNON (NORTH OKANAGAN RD) | | | | | | | | | | | | |
| NEWS | E (M-SAT) | P | 12,700 | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | 9,700 | | | 22,400 | | | |
| VICTORIA | | | 101,900 # | | | 47,000 | | | 148,900 | | | |
| TIMES-COLONIST | M (M-SAT) | | # | 63,325 | 62.14 | | 7,400 | 15.74 | | 70,725 | 77,201 | 78,796 |
| TIMES-COLONIST | SUN | | # | 60,665 | 59.53 | | 7,099 | 15.10 | | 67,764 | 74,318 | 76,119 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| **YUKON TERRITORY** | | | | | | | | | | | |
| WHITEHORSE | | 5,900 | | | 4,800 | | | 10,700 | | | |
| STAR | E (M-TH) | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| STAR | FRI E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |

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| CONSOLIDATED NEWSPAPER GROUP | | TOTAL CIRCULATION AS OF 9/30/91 | 9/30/90 |
|---|---|---|---|
| PROBEC 5 LTD. | ALL DAY (M-F) & M | 445,081 | 479,253 |
| PROBEC 5 LTD. | SAT | 539,414 | 555,661 |
| PROBEC 5 LTD. | SUN | 261,580 | 276,808 |

Audit Bureau of Circulations

900 North Meacham Road, Schaumburg, Illinois 60173-4968

Phone: 708/605-0909 FAX: 708/605-0483

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900 North Meacham Road, Schaumburg, Illinois 60173-4968

**November 8, 1991**

# SUPPLEMENT TO ABC DAILY NEWSPAPER FAS-FAX CANADA

**Circulation Averages for period ended September 30, 1991**

This supplement provides circulation data on publications that filed their regular September 30, 1991 Publisher's Statement subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

A3385-3.2N
4/91

*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW BRUNSWICK** | | | | | | | | | | | | | |
| CARAQUET (GLOUCESTER CO.) | | | 28,000 # | | | | | | 28,000 | | | | |
| L'ACADIE NOUVELLE | M (M-F) | | # | 10,150 | 36.25 | | | | | 10,150 | 15,595 | 14,449 | |
| ST. JOHN (ST. JOHN CO.) | | | 29,400 | | | 220,700 | | | 250,100 | | | | |
| TELEGRAPH-JOURNAL, TIMES-GLOBE | CMB DLY | | | 23,388 | 79.55 | | 36,096 | 16.36 | | 59,484 | 59,850 | 63,719 | |
| TELEGRAPH-JOURNAL | M (M-F) | | | 3,045 | 10.36 | | 24,876 | 11.27 | | 27,921 | 28,242 | 30,896 | |
| TIMES-GLOBE | E (M-F) | | | 20,343 | 69.19 | | 11,220 | 5.08 | | 31,563 | 31,608 | 32,823 | |
| TELEGRAPH-JOURNAL | SAT M | | | 20,502 | 69.73 | | 38,024 | 17.23 | | 58,526 | 58,945 | 61,562 | |
| **ONTARIO** | | | | | | | | | | | | | |
| BARRIE (SIMCOE CO.) | | | 21,700 | | | 20,900 | | | 42,600 | | | | |
| EXAMINER | E (M-SAT) | P | | 9,117 | 42.01 | | 4,151 | 19.86 | | 13,268 | 13,368 | 14,742 | |
| BRANTFORD (BRANT CO.) | | | 31,000 | | | 40,400 | | | 71,400 | | | | |
| EXPOSITOR | E (M-SAT) | P,C | | 19,627 | 63.31 | | 9,503 | 23.52 | | 29,130 | 29,545 | 32,319 | |
| KENORA (KENORA DIST.) | | | 4,700 | | | 4,000 | | | 8,700 | | | | |
| MINER AND NEWS | E (M-F) | | | 3,684 | 78.38 | | 1,166 | 29.15 | | 4,850 | 5,057 | 5,135 | (c) |
| THUNDER BAY (THUNDER BAY DIST.) | | | 42,100 | | | 16,600 | | | 58,700 | | | | |
| TIMES-NEWS, CHRONICLE-JOURNAL | CMB DLY | | | 29,835 | 70.87 | | 4,906 | 29.55 | | 34,741 | 36,063 * | 37,147 * | (a) |
| TIMES-NEWS | M (M-F) | | | 2,304 | 5.47 | | 4,425 | 26.66 | | 6,729 | 7,948 * | 7,937 * | (a) |
| TIMMINS (COCHRANE DIST.) | | | 11,900 | | | 5,700 | | | 17,600 | | | | |
| PRESS | E (M-SAT) | | | 7,635 | 64.16 | | 1,959 | 34.37 | | 9,594 | 11,777 | 13,283 | |
| TORONTO (TORONTO RM) | | | 1,427,200 # | | | | | | 1,427,200 | | | | |
| STAR | ALL DAY (M-F) | C | # | 397,628 | 27.86 | | | | | 397,628 | 508,993 | 509,665 | |
| STAR | SAT | C | # | 559,100 | 39.17 | | | | | 559,100 | 753,629 | 767,799 | |
| STAR | SUN | C | # | 345,745 | 24.23 | | | | | 345,745 | 509,647 | 530,784 | |
| WOODSTOCK (OXFORD CO.) | | | 10,600 | | | 10,800 | | | 21,400 | | | | |
| SENTINEL-REVIEW | E (M-SAT) | P | | 6,461 | 60.95 | | 3,558 | 32.94 | | 10,019 | 10,066 | 10,710 | |

(a) ADJUSTED TO AUDIT
(b) CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
(c) INITIAL/REINSTATEMENT AUDIT
* AVERAGE FOR 3 MONTHS
\# NEWSPAPER DESIGNATED MARKET

@ CITY OF PUBLICATION
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"C" Participant, ABC Coupon Distribution Verification Service

*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **MANITOBA** | | | | | | | | | | | |
| PORTAGE LA PRAIRIE (CEN. DIV. 9) | | 5,200 | | | 4,400 | | | 9,600 | | | |
| GRAPHIC | E (M-SAT) | | 3,742 | 71.96 | | 265 | 6.02 | | 4,007 | 4,069 * | 4,442 * |
| **SASKATCHEWAN** | | | | | | | | | | | |
| MOOSE JAW (CEN. DIV. 7) | | 13,100 | | | 6,400 | | | 19,500 | | | |
| TIMES-HERALD | E (M-SAT) | | 8,111 | 61.92 | | 638 | 9.97 | | 8,749 | 8,911 | 9,107 |
| **BRITISH COLUMBIA** | | | | | | | | | | | |
| NELSON (CENTRAL KOOTENAY RD) | | 3,800 | | | 18,600 | | | 22,400 | | | |
| NEWS | E (M-F) | | 2,449 | 64.45 | | 1,981 | 10.65 | | 4,430 | 4,645 | 4,940 |
| PORT ALBERNI (ALBERNI-CLAYOQUOT RD) | | 7,000 | | | 4,700 | | | 11,700 | | | |
| VALLEY TIMES | E (M-F) | | 4,719 | 67.41 | | 1,846 | 39.28 | | 6,565 | 6,664 | 6,867 |
| PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD) | | 5,700 | | | 1,700 | | | 7,400 | | | |
| NEWS | E (M-F) | | 2,950 | 51.75 | | 159 | 9.35 | | 3,109 | 3,171 | 3,618 |
| TRAIL (KOOTENAY BOUNDARY RD) | | 4,200 | | | 10,300 | | | 14,500 | | | |
| TIMES | E (M-F) | | 3,080 | 73.33 | | 2,660 | 25.83 | | 5,740 | 5,907 | 5,753 |
| VERNON (NORTH OKANAGAN RD) | | 12,700 | | | 9,700 | | | 22,400 | | | |
| NEWS | E (M-SAT) P | | 6,596 | 51.94 | | 1,485 | 15.31 | | 8,081 | 8,193 | 8,039 |

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* AVERAGE FOR 3 MONTHS
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| | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/91 | TOTAL CIRCULATION AS OF 9/30/90 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **YUKON TERRITORY** | | | | | | | | | | | |
| WHITEHORSE | | 5,900 | | | 4,800 | | | 10,700 | | | |
| STAR | E (M-TH) | | 2,847 | 48.25 | | 103 | 2.15 | | 2,950 | 3,038 * | 4,059 |
| STAR | FRI E | | 4,019 | 68.12 | | 151 | 3.15 | | 4,170 | 4,337 * | 5,256 |

(a) ADJUSTED TO AUDIT
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@ CITY OF PUBLICATION
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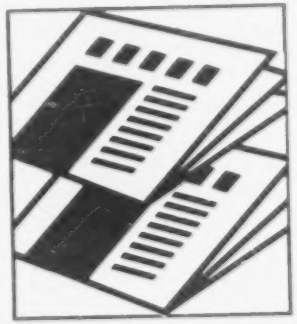
A331C-3.20

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

Circulation averages for six months ended:

**March 31, 1992**



# FAS-FAX

## Canadian

## Daily Newspapers

Preliminary figures subject to audit as filed with the Audit Bureau of Circulations

# INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. U.S. and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is a difference of two percent or more between the publisher's figures and the auditor's findings, and/or at the publisher's request, the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1992 ABC estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

## SYMBOLS

- # Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
- (c) Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
- * Identifies three-month circulation averages (see text above).
- (a) Identifies adjusted comparison figures (see text above).
- (b) Denotes change in publishing plan (i.e. Morning to Evening). As such, circulation for each period is reported on separate lines.
- (c) Indicates initial audit/reinstatement of service report figures for period.
- C Participant, ABC Coupon Distribution Verification Service.
- P Provides ABC Audited Postal Code Analysis.

Approximately one week after the mailing of this report, a correction notice (if necessary) will be mailed by ABC. Approximately three weeks after the correction notice, a supplement to this report will be issued. It will list those new filiers as well as pertinent updates.

ABC welcomes your comments and suggestions concerning this report.

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Source: Audit Bureau of Circulations' FAS-FAX Report - March 31, 1992.

*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 3/31/92 | TOTAL CIRCULATION AS OF 3/31/91 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEWFOUNDLAND** | | | | | | | | | | | | |
| CORNER BROOK (CEN. DIV. 5) | | | 7,400 | | | 16,500 | | | 23,900 | | | |
| WESTERN STAR | E (M-SAT) | P | | 5,436 | 73.46 | | 5,524 | 33.48 | | 10,960 | 12,081 | 11,508 |
| ST. JOHN'S (CEN. DIV. 1) | | | 31,100 | | | 80,300 | | | 111,400 | | | |
| TELEGRAM | E (M-F) | | | 21,406 | 68.83 | | 17,731 | 22.08 | | 39,137 | 39,876 | 39,718 |
| TELEGRAM | WKND | | | 26,140 | 84.05 | | 31,294 | 38.97 | | 57,434 | 59,736 | 58,245 |
| TELEGRAM | SUN | | | 19,927 | 64.07 | | 18,518 | 23.06 | | 38,445 | 39,240 | 37,036 |
| **PRINCE EDWARD ISLAND** | | | | | | | | | | | | |
| CHARLOTTETOWN (QUEENS CO.) | | | 9,700 | | | 19,800 | | | 29,500 | | | |
| GUARDIAN, PATRIOT | CMB DLY | P | | 10,627 | 109.56 | | 11,262 | 56.88 | | 21,889 | 24,322 | 24,597 |
| GUARDIAN | M (M-SAT) | P | | 7,671 | 79.08 | | 9,591 | 48.44 | | 17,262 | 19,688 | 19,560 |
| PATRIOT | E (M-SAT) | P | | 2,956 | 30.47 | | 1,671 | 8.44 | | 4,627 | 4,644 | 5,037 |
| SUMMERSIDE (PRINCE CO.) | | | 4,600 | | | 11,200 | | | 15,800 | | | |
| JOURNAL-PIONEER | E (M-SAT) | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| **NOVA SCOTIA** | | | | | | | | | | | | |
| AMHERST (CUMBERLAND CO.) | | | 3,700 | | | 12,300 | | | 16,000 | | | |
| NEWS | M (M-F) | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| CITIZEN | SAT | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| HALIFAX (HALIFAX CO.) | | | 119,400 # | | | | | | 119,400 | | | |
| CHRONICLE-HERALD, MAIL STAR | CMB DLY | P | # | 71,293 | 59.71 | | | | | 71,293 | 138,715 | 144,178 |
| CHRONICLE-HERALD | M (M-SAT) | P | # | 20,231 | 16.94 | | | | | 20,231 | 86,513 | 88,892 |
| MAIL STAR | E (M-SAT) | P | # | 51,062 | 42.77 | | | | | 51,062 | 52,202 | 55,286 |
| HALIFAX (HALIFAX CO.) | | | 121,100 # | | | | | | 121,100 | | | |
| NEWS | M (M-SAT) | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| NEWS | SUN | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |

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| | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 3/31/92 | TOTAL CIRCULATION AS OF 3/31/91 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NOVA SCOTIA (cont.)** | | | | | | | | | | | | |
| NEW GLASGOW (PICTOU CO.) | | | | | | | | | | | | |
| NEWS | E (M-SAT) | P | 8,200 | 6,625 | 80.79 | 8,800 | 4,116 | 46.77 | 17,000 | 10,741 | 11,126 | 11,497 |
| SYDNEY (CAPE BRETON CO.) | | | | | | | | | | | | |
| CAPE BRETON POST | M (M-SAT) | | 13,000 | 11,450 | 88.08 | 32,000 | 19,107 | 59.71 | 45,000 | 30,557 | 32,032 | 31,592 |
| TRURO (COLCHESTER CO.) | | | | | | | | | | | | |
| NEWS | E (M-SAT) | P | 7,500 | 5,247 | 69.96 | 10,600 | 4,174 | 39.38 | 18,100 | 9,421 | 9,596 | 9,147 |
| **NEW BRUNSWICK** | | | | | | | | | | | | |
| CARAQUET (GLOUCESTER CO.) | | | | | | | | | | | | |
| L'ACADIE NOUVELLE | M (M-F) | | 28,600 # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | 28,600 | | | |
| FREDERICTON (YORK CO.) | | | | | | | | | | | | |
| GLEANER | E (M-SAT) | | 18,800 | 17,097 | 90.94 | 24,900 | 12,019 | 48.27 | 43,700 | 29,116 | 30,595 | 30,583 |
| MONCTON (WESTMORLAND CO.) | | | 30,500 | | | 77,500 | | | 108,000 | | | |
| TIMES-TRANSCRIPT | E (M-F) | P,C | | 23,956 | 78.54 | | 17,517 | 22.60 | | 41,473 | 43,641 | 43,512 |
| TIMES-TRANSCRIPT | SAT | P,C | | 29,440 | 96.52 | | 22,490 | 29.02 | | 51,930 | 54,968 | 54,457 |
| ST. JOHN (ST. JOHN CO.) | | | 36,300 # | | | | | | 36,300 | | | |
| TELEGRAPH-JOURNAL, TIMES-GLOBE | CMB DLY | P | # | 32,116 | 88.47 | | | | | 32,116 | 60,625 | 60,788 |
| TELEGRAPH-JOURNAL | M (M-F) | P | # | 3,439 | 9.47 | | | | | 3,439 | 27,891 | 28,227 |
| TIMES-GLOBE | E (M-F) | P | # | 28,677 | 79.00 | | | | | 28,677 | 32,734 | 32,561 |
| TELEGRAPH-JOURNAL | SAT M | P | # | 29,937 | 82.47 | | | | | 29,937 | 59,074 | 59,310 |
| **QUEBEC** | | | | | | | | | | | | |
| CHICOUTIMI (CHICOUTIMI CO.) | | | 23,300 | | | 45,600 | | | 68,900 | | | |
| LE QUOTIDIEN | M (M-SAT) | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| PROGRES-DIMANCHE | SUN | | | 13,987 | 60.03 | | 22,285 | 48.87 | | 36,272 | 50,779 | 51,226 |

(a) ADJUSTED TO AUDIT
(b) CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
(c) INITIAL/REINSTATEMENT AUDIT
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| QUEBEC (cont.) | | SPECIAL SERVICES | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 3/31/92 | TOTAL CIRCULATION AS OF 3/31/91 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GRANBY (SHEFFORD CO.) | | | 23,300 | | | 36,300 | | | 59,600 | | | |
| LA VOIX DE L'EST | M (M-F) | | | 9,009 | 38.67 | | 5,925 | 16.32 | | 14,934 | 15,266 | 15,840 |
| LA VOIX DE L'EST | SAT M | | | 11,679 | 50.12 | | 7,214 | 19.87 | | 18,893 | 19,201 | 19,303 |
| MONTREAL (ILE DE MONTREAL CO.) | | | 1,028,900 | | | 502,300 | | | 1,531,200 | | | |
| GAZETTE | M (M-F) | C | | 132,127 | 12.84 | | 16,457 | 3.28 | | 148,584 | 160,237 | 168,046 |
| GAZETTE | SAT M | C | | 186,407 | 18.12 | | 30,513 | 6.07 | | 216,920 | 236,124 | 246,698 |
| GAZETTE | SUN | C | | 121,186 | 11.78 | | 17,232 | 3.43 | | 138,418 | 148,944 | 155,546 |
| MONTREAL (ILE DE MONTREAL CO.) | | | 1,374,100 # | | | 157,100 | | | 1,531,200 | | | |
| LA PRESSE | M (M-F) | C | # | 159,983 | 11.64 | | 9,460 | 6.02 | | 169,443 | 194,958 | 197,255 |
| LA PRESSE | SAT M | C | # | 258,019 | 18.78 | | 19,960 | 12.71 | | 277,979 | 326,955 | 324,036 |
| LA PRESSE | SUN | C | # | 156,125 | 11.36 | | 10,840 | 6.90 | | 166,965 | 193,212 | 194,965 |
| MONTREAL (ILE DE MONTREAL CO.) | | | 1,559,000 # | | | | | | 1,559,000 | | | |
| LE DEVOIR | M (M-F) | | # | 15,571 | 1.00 | | | | | 15,571 | 23,910 | 27,302 |
| LE DEVOIR | SAT M | | # | 17,203 | 1.10 | | | | | 17,203 | 27,554 | 30,870 |
| LE JOURNAL | M (M-F) | | # | 248,499 | 15.94 | | | | | 248,499 | 289,291 | 294,763 |
| LE JOURNAL | SAT M | | # | 294,861 | 18.91 | | | | | 294,861 | 347,628 | 348,676 |
| LE JOURNAL | SUN | | # | 253,410 | 16.25 | | | | | 253,410 | 308,829 | 317,838 |
| QUEBEC (QUEBEC CO.) | | | 252,000 # | | | 47,500 | | | 299,500 | | | |
| LE JOURNAL | M (M-F) | | # | 58,645 | 23.27 | | 9,170 | 19.31 | | 67,815 | 101,776 | 101,897 |
| LE JOURNAL | SAT M | | # | 64,579 | 25.63 | | 11,211 | 23.60 | | 75,790 | 112,206 | 109,809 |
| LE JOURNAL | SUN | | # | 55,002 | 21.83 | | 9,412 | 19.81 | | 64,414 | 96,326 | 95,788 |
| QUEBEC (QUEBEC CO.) | | | 235,500 # | | | 64,000 | | | 299,500 | | | |
| LE SOLEIL | M (M-F) | C | # | 62,976 | 26.74 | | 10,401 | 16.25 | | 73,377 | 98,655 | 105,842 |
| LE SOLEIL | SAT M | C | # | 97,023 | 41.20 | | 13,886 | 21.70 | | 110,909 | 143,113 | 146,104 |
| LE SOLEIL | SUN | C | # | 55,107 | 23.40 | | 8,926 | 13.95 | | 64,033 | 86,020 | 91,883 |
| SHERBROOKE (SHERBROOKE CO.) | | | 46,400 | | | 70,400 | | | 116,800 | | | |
| LA TRIBUNE | M (M-F) | | | 18,793 | 40.50 | | 12,756 | 18.12 | | 31,549 | 34,794 | 37,156 |
| LA TRIBUNE | SAT M | | | 24,480 | 52.76 | | 14,928 | 21.20 | | 39,408 | 42,762 | 44,672 |
| RECORD | M (M-F) | | | 1,630 | 3.51 | | 2,715 | 3.86 | | 4,345 | 5,692 | 5,934 |
| TROIS-RIVIERES (ST. MAURICE CO.) | | | 85,400 # | | | | | | 85,400 | | | |
| LE NOUVELLISTE | M (M-SAT) | | # | 39,685 | 46.47 | | | | | 39,685 | 51,246 | 53,962 |

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| | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 3/31/92 | TOTAL CIRCULATION AS OF 3/31/91 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ONTARIO** | | | | | | | | | | | | |
| BARRIE (SIMCOE CO.) | | | 22,800 | | | 21,900 | | | 44,700 | | | |
| EXAMINER | E (M-SAT) | P | | 9,832 | 43.12 | | 4,718 | 21.54 | | 14,550 | 14,693 | 14,500 |
| BELLEVILLE (HASTINGS CO.) | | | 14,800 | | | 34,900 | | | 49,700 | | | |
| INTELLIGENCER | E (M-SAT) | P | | 11,245 | 75.98 | | 7,174 | 20.56 | | 18,419 | 18,585 | 18,610 |
| INTELLIGENCER | SUN | P | | 9,893 | 66.84 | | 6,341 | 18.17 | | 16,234 | 16,394 (b) | |
| BRANTFORD (BRANT CO.) | | | 31,200 | | | 42,100 | | | 73,300 | | | |
| EXPOSITOR | E (M-SAT) | P,C | | 19,981 | 64.04 | | 9,363 | 22.24 | | 29,344 | 29,729 * | 31,500 * |
| BROCKVILLE (LEEDS CO.) | | | 9,800 | | | 23,500 | | | 33,300 | | | |
| RECORDER AND TIMES | E (M-SAT) | C | | 7,263 | 74.11 | | 8,488 | 36.12 | | 15,751 | 16,399 | 16,670 |
| CAMBRIDGE (WATERLOO RM) | | | 30,800 | | | 1,800 | | | 32,600 | | | |
| REPORTER | E (M-SAT) | P,C | | 13,116 | 42.58 | | 573 | 31.83 | | 13,689 | 13,943 * | 13,709 * |
| CHATHAM (KENT CO.) | | | 16,600 | | | 13,900 | | | 30,500 | | | |
| NEWS | E (M-SAT) | P | | 10,808 | 65.11 | | 4,622 | 33.25 | | 15,430 | 16,855 * | 15,724 * |
| COBOURG (NORTHUMBERLAND CO.) | | | 5,800 | | | 7,100 | | | 12,900 | | | |
| STAR | E (M-F) | | | 3,594 | 61.97 | | 1,810 | 25.49 | | 5,404 | 5,552 | 5,758 |
| CORNWALL (STORMONT CO.) | | | 18,800 | | | 6,400 | | | 25,200 | | | |
| STANDARD-FREEHOLDER | E (M-SAT) | P | | 13,214 | 70.29 | | 3,593 | 56.14 | | 16,807 | 18,430 | 18,064 |
| GUELPH (WELLINGTON CO.) | | | 33,500 | | | 9,900 | | | 43,400 | | | |
| MERCURY | E (M-SAT) | P,C | | 15,326 | 45.75 | | 2,507 | 25.32 | | 17,833 | 18,312 * | 18,612 * |
| HALTON RM-HAMILTON-WENTWORTH RM | | | 224,800 # | | | | | | 224,800 | | | |
| SPECTATOR (COMBINED) | E (M-SAT) | C | # | 121,884 | 54.22 | | | | | 121,884 | 135,855 * | 136,936 * |
| SPECTATOR (HAMILTON ED.) | E (M-SAT) | C | # | 101,559 | 45.18 | | | | | 101,559 | 113,542 * | 114,580 * |
| SPECTATOR (BURLINGTON ED.) | E (M-SAT) | C | # | 20,325 | 9.04 | | | | | 20,325 | 22,313 * | 22,356 * |
| KENORA (KENORA DIST.) | | | 3,800 | | | 3,600 | | | 7,400 | | | |
| MINER AND NEWS | E (M-F) | P | | 3,576 | 94.11 | | 1,098 | 30.50 | | 4,674 | 4,873 | 4,985 |

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*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| ONTARIO (cont.) | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 3/31/92 | TOTAL CIRCULATION AS OF 3/31/91 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| KINGSTON (FRONTENAC CO.) | | | 39,800 # | | | 33,800 | | | 73,600 | | | |
| WHIG-STANDARD | E (M-SAT) | C | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| KIRKLAND LAKE (TIMISKAMING DIST.) | | | 4,700 | | | 9,200 | | | 13,900 | | | |
| NORTHERN NEWS | E (M-SAT) | | | 3,165 | 67.34 | | 2,384 | 25.91 | | 5,549 | 5,694 | 5,790 |
| KITCHENER-WATERLOO (WATERLOO RM) | | | 91,200 | | | 46,900 | | | 138,100 | | | |
| RECORD | E (M-FRI) | P | | 48,586 | 53.27 | | 17,369 | 37.03 | | 65,955 | 74,978 * (b) | 78,704 * |
| RECORD | E (M-SAT) | P | | | | | | | | | | |
| RECORD | SAT | P | | 59,965 | 65.75 | | 19,791 | 42.20 | | 79,756 | 91,581 * (b) | |
| LINDSAY (VICTORIA CO.) | | | 7,200 | | | 12,400 | | | 19,600 | | | |
| POST | E (M-F) | | | 5,241 | 72.79 | | 3,396 | 27.39 | | 8,637 | 10,003 | 9,232 (a) |
| LONDON (MIDDLESEX CO.) | | | 123,900 # | | | 50,400 | | | 174,300 | | | |
| FREE PRESS | M (M-F) | P,C | # | 60,342 | 48.70 | | 18,486 | 36.68 | | 78,828 | 113,479 (b) | |
| FREE PRESS | SAT | P,C | # | 72,830 | 58.78 | | 22,681 | 45.00 | | 95,511 | 137,616 (b) | 120,534 |
| FREE PRESS | M (M-SAT) | P,C | # | | | | | | | | | |
| NIAGARA FALLS (NIAGARA RM) | | | 29,900 | | | 9,400 | | | 39,300 | | | |
| REVIEW | E (M-SAT) | P | | 18,688 | 62.50 | | 3,549 | 37.76 | | 22,237 | 22,485 * | 21,738 * |
| NORTH BAY (NIPISSING DIST.) | | | 21,900 | | | 22,300 | | | 44,200 | | | |
| NUGGET | E (M-SAT) | C | | 14,752 | 67.36 | | 7,295 | 32.71 | | 22,047 | 23,097 | 23,447 |
| ORILLIA (SIMCOE CO.) | | | 10,500 | | | 8,600 | | | 19,100 | | | |
| PACKET & TIMES | E (M-SAT) | P | | 7,147 | 68.07 | | 3,536 | 41.12 | | 10,683 | 10,956 | 11,013 |
| OSHAWA (DURHAM RM) | | | 50,300 | | | 34,400 | | | 84,700 | | | |
| TIMES | E (M-SAT) | P | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| OTTAWA (OTTAWA-CARLETON RM) | | | 356,800 # | | | | | | 356,800 | | | |
| | ALL DAY | | | | | | | | | | | |
| CITIZEN | (M-F) | P,C | # | 139,313 | 39.05 | | | | | 139,313 | 172,952 | 177,188 |
| CITIZEN | SAT M | P,C | # | 183,389 | 51.40 | | | | | 183,389 | 229,163 | 235,096 |
| CITIZEN | SUN | P,C | # | 123,637 | 34.65 | | | | | 123,637 | 155,885 | 159,043 |

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| ONTARIO (cont.) | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 3/31/92 | TOTAL CIRCULATION AS OF 3/31/91 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| OTTAWA (OTTAWA-CARLETON RM) | | | 244,700 # | | | | | | 244,700 | | | |
| SUN | M (M-F) | | # | 41,985 | 17.16 | | | | | 41,985 | 48,920 | 39,738 |
| SUN | SUN | | # | 40,840 | 16.69 | | | | | 40,840 | 50,800 | 42,390 |
| OTTAWA-HULL (OTTAWA-CARLETON RM) | | | 289,600 # | | | | | | 289,600 | | | |
| | ALL DAY | | | | | | | | | | | |
| LE DROIT | (M-F) | C | # | 29,655 | 10.24 | | | | | 29,655 | 35,475 | 35,949 |
| LE DROIT | SAT M | C | # | 35,874 | 12.39 | | | | | 35,874 | 42,465 | 42,331 |
| OWEN SOUND (GREY CO.) | | | 8,800 | | | 37,400 | | | 46,200 | | | |
| SUN TIMES | E (M-SAT) | | | 7,383 | 83.90 | | 14,376 | 38.44 | | 21,759 | 23,173 | 23,717 |
| PEMBROKE (RENFREW CO.) | | | 6,500 | | | 12,100 | | | 18,600 | | | |
| OBSERVER | E (M-SAT) | P | | 4,360 | 67.08 | | 3,615 | 29.88 | | 7,975 | 8,066 | 7,764 |
| PETERBOROUGH (PETERBOROUGH CO.) | | | 27,200 | | | 26,400 | | | 53,600 | | | |
| EXAMINER | E (M-SAT) | P | | 17,804 | 65.46 | | 8,108 | 30.71 | | 25,912 | 26,455 * | 25,004 * |
| EXAMINER | SUN | P | | 16,296 | 59.91 | | 7,556 | 28.62 | | 23,852 | 24,308 * | 22,438 * |
| PORT HOPE (NORTHUMBERLAND CO.) | | | 4,600 | | | 1,600 | | | 6,200 | | | |
| GUIDE | E (M-F) | | | 2,707 | 58.85 | | 408 | 25.50 | | 3,115 | 3,243 | 3,448 |
| ST. CATHARINES (NIAGARA RM) | | | 54,500 | | | 18,400 | | | 72,900 | | | |
| STANDARD | E (M-F) | P,C | | 33,454 | 61.38 | | 6,356 | 34.54 | | 39,810 | 42,083 * (b) | |
| STANDARD | SAT | P,C | | 38,667 | 70.95 | | 7,391 | 40.17 | | 46,058 | 49,285 * (b) | |
| STANDARD | E (M-SAT) | P,C | | | | | | | | | | 43,143 * |
| ST. THOMAS (ELGIN CO.) | | | 11,700 | | | 8,800 | | | 20,500 | | | |
| TIMES-JOURNAL | E (M-SAT) | | | 7,312 | 62.50 | | 2,712 | 30.82 | | 10,024 | 10,287 * | 9,634 * |
| SARNIA (LAMBTON CO.) | | | 31,400 | | | 11,300 | | | 42,700 | | | |
| OBSERVER | E (M-SAT) | P,C | | 20,012 | 63.73 | | 3,736 | 33.06 | | 23,748 | 24,184 | 23,761 |
| SAULT STE. MARIE (ALGOMA DIST.) | | | 29,900 | | | 6,100 | | | 36,000 | | | |
| STAR | E (M-SAT) | C | | 21,651 | 72.41 | | 4,231 | 69.36 | | 25,882 | 26,225 | 26,351 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SIMCOE (HALDIMAND-NORFOLK RM) | | | 5,900 | | | 17,800 | | | 23,700 | | | | |
| REFORMER | E (M-FRI) | | | 4,283 | 72.59 | | 5,595 | 31.43 | | 9,878 | 10,065 | 10,444 | |
| REFORMER | SAT E | | | 3,949 | 66.93 | | 5,238 | 29.43 | | 9,187 | 9,367 | (b) | |
| STRATFORD (PERTH CO.) | | | 11,200 | | | 13,100 | | | 24,300 | | | | |
| BEACON-HERALD | E (M-SAT) | | | 8,290 | 74.02 | | 4,773 | 36.44 | | 13,063 | 13,538 * | 13,418 * | |
| SUDBURY (SUDBURY RM) | | | 34,400 | | | 34,400 | | | 68,800 | | | | |
| STAR | E (M-SAT) | P | | 16,560 | 48.14 | | 10,870 | 31.60 | | 27,430 | 28,693 | 28,121 | |
| STAR (3-1-92 TO 3-31-92) | SUN | P | | 14,410 | 41.89 | | 10,378 | 30.17 | | 24,788 | 25,932 | (b) | |
| THUNDER BAY (THUNDER BAY DIST.) | | | 42,900 | | | 17,100 | | | 60,000 | | | | |
| TIMES-NEWS, CHRONICLE-JOURNAL | CMB DLY | P | | 32,672 | 76.16 | | 5,504 | 32.19 | | 38,176 | 39,699 | 39,244 | (a) |
| TIMES-NEWS | M (M-F) | P | | 2,416 | 5.63 | | 5,123 | 29.96 | | 7,539 | 8,951 | 8,666 | (a) |
| CHRONICLE-JOURNAL | E (M-F) | P | | 30,256 | 70.53 | | 381 | 2.23 | | 30,637 | 30,748 | 30,578 | |
| CHRONICLE-JOURNAL/TIMES-NEWS | SAT | P | | 33,793 | 78.77 | | 5,956 | 34.83 | | 39,749 | 41,342 | 40,721 | |
| CHRONICLE-JOURNAL/TIMES-NEWS | SUN | P | | 29,628 | 69.06 | | 5,251 | 30.71 | | 34,879 | 36,267 | 35,818 | |
| TIMMINS (COCHRANE DIST.) | | | 11,900 | | | 5,700 | | | 17,600 | | | | |
| PRESS | E (M-SAT) | | | 8,281 | 69.59 | | 2,198 | 38.56 | | 10,479 | 13,305 | 12,087 | |
| TORONTO (TORONTO RM) | | | 1,442,200 # | | | | | | 1,442,200 | | | | |
| RACING FORM | MON M | | | | | | | | | | 2,312 | 2,221 | |
| RACING FORM | M (TU-F) | | | | | | | | | | 4,084 | 4,171 | |
| RACING FORM | SAT M | | | | | | | | | | 7,385 | 7,601 | |
| RACING FORM | SUN | | | | | | | | | | 6,942 | 6,978 | |
| FINANCIAL POST | M (TU-F) | | | | | | | | | | 81,145 | 88,131 | |
| FINANCIAL POST | SAT | | | | | | | | | | 159,328 | 170,634 | |
| SUN | M (M-F) | C | # | 211,224 | 14.65 | | | | | 211,224 | 255,845 | 275,464 | |
| SUN | SAT M | C | # | 139,229 | 9.65 | | | | | 139,229 | 180,702 | 186,917 | |
| SUN | SUN | C | # | 366,777 | 25.43 | | | | | 366,777 | 447,761 | 457,103 | |
| STAR | ALL DAY (M-F) | C | # | 403,077 | 27.95 | | | | | 403,077 | 507,439 | 511,696 | |
| STAR | SAT | C | # | 580,895 | 40.28 | | | | | 580,895 | 758,158 | 763,193 | |
| STAR | SUN | C | # | 355,946 | 24.68 | | | | | 355,946 | 508,736 | 515,310 | |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WELLAND-PORT COLBORNE (NIAGARA RM) | | | 18,200 | | | 14,100 | | | 32,300 | | | |
| TRIBUNE | E (M-SAT) | P,C | | 11,262 | 61.88 | | 6,091 | 43.20 | | 17,353 | 17,693 * | 17,178 * |
| WILLOWDALE (YORK CO.) | | | | | | | | | | | | |
| COMMERCIAL NEWS AND CONSTRUCTION RECORD | DLY (M-F) | | | | | | | | | | 6,822 | 7,426 |
| WINDSOR (ESSEX CO.) | | | 85,800 | | | 38,500 | | | 124,300 | | | |
| STAR | E (M-SAT) | C | | 63,502 | 74.01 | | 21,304 | 55.34 | | 84,806 | 86,208 | 85,724 |
| WOODSTOCK (OXFORD CO.) | | | 10,500 | | | 11,200 | | | 21,700 | | | |
| SENTINEL-REVIEW | E (M-SAT) | P | | 7,163 | 68.22 | | 3,913 | 34.94 | | 11,076 | 11,122 * | 10,262 * |
| **MANITOBA** | | | | | | | | | | | | |
| BRANDON (CEN. DIV. 7) | | | 15,100 | | | 19,900 | | | 35,000 | | | |
| SUN | E (M-SAT) | P | | 11,777 | 77.99 | | 6,656 | 33.45 | | 18,433 | 19,980 | 19,507 |
| SUN | SUN | P | | 11,046 | 73.15 | | 5,987 | 30.09 | | 17,033 | 18,378 | 17,605 |
| PORTAGE LA PRAIRIE (CEN. DIV. 9) | | | 5,300 | | | 4,600 | | | 9,900 | | | |
| GRAPHIC | E (M-SAT) | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| WINNIPEG (CEN. DIV. 11) | | | 245,900 # | | | 47,800 | | | 293,700 | | | |
| FREE PRESS | M (M-F) | P | # | 127,662 | 51.92 | | 16,775 | 35.09 | | 144,437 | 164,041 | 161,733 |
| FREE PRESS | SAT M | P | # | 171,222 | 69.63 | | 28,426 | 59.47 | | 199,648 | 230,533 | 230,750 |
| FREE PRESS | SUN | P | # | 118,911 | 48.36 | | 15,677 | 32.80 | | 134,588 | 152,253 | 147,538 |
| WINNIPEG (CEN. DIV. 11) | | | 243,200 # | | | | | | 243,200 | | | |
| SUN | M (M-F) | | # | 37,946 | 15.60 | | | | | 37,946 | 43,767 | 47,828 |
| SUN | SUN | | # | 47,301 | 19.45 | | | | | 47,301 | 54,775 | 57,328 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SASKATCHEWAN** | | | | | | | | | | | | |
| MOOSE JAW (CEN. DIV. 7) | | | 13,200 | | | 6,500 | | | 19,700 | | | |
| TIMES-HERALD | E (M-SAT) | P | | 8,688 | 65.82 | | 698 | 10.74 | | 9,386 | 9,571 | 9,509 |
| PRINCE ALBERT (CEN. DIV. 15) | | | 12,800 | | | 8,900 | | | 21,700 | | | |
| HERALD | E (M-SAT) | | | 8,486 | 66.30 | | 1,671 | 18.78 | | 10,157 | 10,365 | 10,190 |
| REGINA (CEN. DIV. 6) | | | 66,900 # | | | 117,500 | | | 184,400 | | | |
| LEADER-POST | E (M-SAT) | P | # | 45,810 | 68.48 | | 23,957 | 20.39 | | 69,767 | 70,203 | 70,194 |
| SASKATOON (CEN. DIV. 11) | | | 70,800 # | | | 27,400 | | | 98,200 | | | |
| | M (M-THU | | | | | | | | | | | |
| STAR PHOENIX | & SAT) | P,C | # | 41,635 | 58.81 | | 7,562 | 27.60 | | 49,197 | 60,754 (b) | |
| STAR PHOENIX | FRI | P,C | # | 49,548 | 69.98 | | 10,864 | 39.65 | | 60,412 | 74,327 (b) | |
| | ALL DAY | | | | | | | | | | | |
| STAR PHOENIX | (M-SAT) | P,C | # | | | | | | | | | 66,332 |
| **ALBERTA** | | | | | | | | | | | | |
| CALGARY (CEN. DIV. 6) | | | 264,200 | | | 183,500 | | | 447,700 | | | |
| HERALD | M (M-TH) | P,C | | 110,730 | 41.91 | | 14,042 | 7.65 | | 124,772 | 126,165 | 125,234 |
| HERALD | FRI M | P,C | | 144,194 | 54.58 | | 20,617 | 11.24 | | 164,811 | 166,228 | 166,440 |
| HERALD | SAT | P,C | | 122,484 | 46.36 | | 19,279 | 10.51 | | 141,763 | 145,262 | 142,746 |
| HERALD | SUN | P,C | | 105,176 | 39.81 | | 14,248 | 7.76 | | 119,424 | 121,031 | 119,534 |
| SUN | M (M-F) | | | 55,848 | 21.14 | | 11,851 | 6.46 | | 67,699 | 69,166 | 71,082 |
| SUN | SUN | | | 77,516 | 29.34 | | 16,905 | 9.21 | | 94,421 | 96,579 | 98,545 |
| EDMONTON (CEN. DIV. 11) | | | 274,000 | | | 263,200 | | | 537,200 | | | |
| | M (M-TH & | | | | | | | | | | | |
| JOURNAL | SAT) | C | | 121,276 | 44.26 | | 42,725 | 16.23 | | 164,001 | 166,910 | 166,661 |
| JOURNAL | FRI M | C | | 140,133 | 51.14 | | 56,256 | 21.37 | | 196,389 | 199,188 | 197,306 |
| JOURNAL | SUN | C | | 115,681 | 42.22 | | 38,683 | 14.70 | | 154,364 | 156,552 | 155,629 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALBERTA (cont.)** | | | | | | | | | | | | |
| EDMONTON (CEN. DIV. 11) | | | 309,800 # | | | | | | 309,800 | | | |
| SUN | M (M-F) | C | # | 63,223 | 20.41 | | | | | 63,223 | 82,296 | 84,632 |
| SUN | SUN | C | # | 97,528 | 31.48 | | | | | 97,528 | 124,029 | 125,765 |
| FORT McMURRAY (CEN. DIV. 12) | | | 11,400 @ | | | | | | 11,400 | | | |
| TODAY | E (M-TH) | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| TODAY | FRI E | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| GRANDE PRAIRIE (CEN. DIV. 19) | | | 10,100 | | | 20,700 | | | 30,800 | | | |
| HERALD-TRIBUNE | E (M-TH) | | | 5,917 | 58.58 | | 2,487 | 12.01 | | 8,404 | 8,495 | 8,660 |
| HERALD-TRIBUNE | FRI E | | | 8,760 | 86.73 | | 3,190 | 15.41 | | 11,950 | 12,106 | 12,100 |
| LETHBRIDGE (CEN. DIV. 2) | | | 23,800 | | | 28,000 | | | 51,800 | | | |
| HERALD | E (M-SAT) | P | | 16,132 | 67.78 | | 9,368 | 33.46 | | 25,500 | 26,899 | 26,339 |
| MEDICINE HAT (CEN. DIV. 1) | | | 17,200 | | | 8,400 | | | 25,600 | | | |
| NEWS | E (M-SAT) | | | 11,875 | 69.04 | | 1,987 | 23.65 | | 13,862 | 13,985 | 14,109 |
| RED DEER (CEN. DIV. 8) | | | 21,200 | | | 49,400 | | | 70,600 | | | |
| ADVOCATE | E (M-SAT) | P | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| **BRITISH COLUMBIA** | | | | | | | | | | | | |
| CRANBROOK (EAST KOOTENAY RD) | | | 5,700 | | | 6,100 | | | 11,800 | | | |
| TOWNSMAN | E (M-F) | | | 3,580 | 62.81 | | 517 | 8.48 | | 4,097 | 4,185 | 4,161 |
| FORT ST. JOHN (PEACE RIVER-LIARD RD) | | | 5,300 | | | 2,000 | | | 7,300 | | | |
| ALASKA HIGHWAY NEWS | E (M-F) | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| KAMLOOPS (THOMPSON-NICOLA RD) | | | 24,700 | | | 13,800 | | | 38,500 | | | |
| NEWS | E (M-SAT) | | | 16,283 | 65.92 | | 2,175 | 15.76 | | 18,458 | 18,696 * | 18,344 * |
| KELOWNA (CENTRAL OKANAGAN RD) | | | 31,200 | | | 16,000 | | | 47,200 | | | |
| COURIER | E (M-SAT) | | | 16,450 | 52.72 | | 3,063 | 19.14 | | 19,513 | 19,900 * | 19,635 * |
| NANAIMO (NANAIMO RD) | | | 24,000 | | | 22,100 | | | 46,100 | | | |
| FREE PRESS | E (M-SAT) | P | | 9,638 | 40.16 | | 2,396 | 10.84 | | 12,034 | 12,184 * | 11,460 |

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(c) INITIAL/REINSTATEMENT AUDIT
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| BRITISH COLUMBIA (cont.) | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 3/31/92 | TOTAL CIRCULATION AS OF 3/31/91 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NELSON (CENTRAL KOOTENAY RD) | | | | | | | | | | | | |
| NEWS | E (M-F) | | 4,000 | | | 19,400 | | | 23,400 | | | |
| | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| PENTICTON (OKANAGAN-SIMILKAMEEN RD) | | | | | | | | | | | | |
| HERALD | E (M-SAT) | | 13,000 | 7,453 | 57.33 | 13,800 | 1,756 | 12.72 | 26,800 | 9,209 | 9,308 * | 8,587 * |
| PORT ALBERNI (ALBERNI-CLAYOQUOT RD) | | | | | | | | | | | | |
| VALLEY TIMES | E (M-F) | | 7,200 | 4,755 | 66.04 | 4,700 | 1,827 | 38.87 | 11,900 | 6,582 | 6,670 | 6,863 |
| PRINCE GEORGE (FRASER-FORT GEORGE RD) | | | | | | | | | | | | |
| CITIZEN | E (M-SAT) | P,C | 22,500 | 18,557 | 82.48 | 19,700 | 2,876 | 14.60 | 42,200 | 21,433 | 21,585 | 21,947 |
| PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD) | | | | | | | | | | | | |
| NEWS | E (M-F) | | 5,800 | - | | 1,700 | | | 7,500 | | | |
| | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| TRAIL (KOOTENAY BOUNDARY RD) | | | | | | | | | | | | |
| TIMES | E (M-F) | | 4,500 | | | 10,700 | | | 15,200 | | | |
| | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| VANCOUVER (GREATER VANCOUVER RD) | | | 407,900 | | | 318,700 | | | 726,600 | | | |
| PROVINCE | M (M-F) | C | | 74,929 | 18.37 | | 67,797 | 21.27 | | 142,726 | 173,928 | 187,171 |
| PROVINCE | SUN | C | | 90,903 | 22.29 | | 84,152 | 26.40 | | 175,055 | 217,317 | 227,422 |
| SUN | M (M-TH) | C | | 110,979 | 27.21 | | 61,328 | 19.24 | | 172,307 | 189,624 (b) | |
| SUN | FRI M | C | | 151,471 | 37.13 | | 85,013 | 26.67 | | 236,484 | 259,548 (b) | |
| SUN | SAT M | C | | 140,257 | 34.39 | | 82,526 | 25.89 | | 222,783 | 257,224 (b) | |
| SUN | E (M-TH) | C | | | | | | | | | | 195,630 |
| SUN | FRI E | C | | | | | | | | | | 266,484 |
| SUN | SAT E | C | | | | | | | | | | 266,922 |
| VERNON (NORTH OKANAGAN RD) | | | | | | | | | | | | |
| NEWS | E (M-SAT) | P | 13,500 | 6,785 | 50.26 | 10,400 | 1,499 | 14.41 | 23,900 | 8,284 | 8,406 * | 8,459 * |
| VICTORIA (CAPITAL RD) | | | 105,400 # | | | 48,900 | | | 154,300 | | | |
| TIMES-COLONIST | M (M-SAT) | | # | 64,964 | 61.64 | | 7,657 | 15.66 | | 72,621 | 78,906 | 77,880 |
| TIMES-COLONIST | SUN | | # | 62,349 | 59.15 | | 7,337 | 15.00 | | 69,686 | 76,160 | 74,820 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| **YUKON TERRITORY** | | | | | | | | | | | |
| WHITEHORSE | | 6,300 | | | 5,400 | | | 11,700 | | | |
| STAR | E (M-TH) | | 2,815 | 44.68 | | 66 | 1.22 | | 2,881 | 2,968 | 3,148 |
| STAR | FRI E | | 3,958 | 62.83 | | 87 | 1.61 | | 4,045 | 4,211 | 4,453 |

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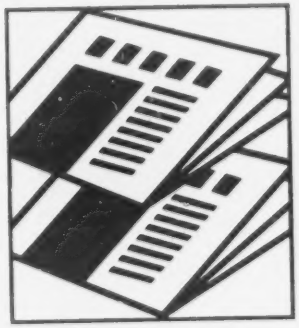
For: **Canadian Daily Newspapers**



# SUPPLEMENT TO FAS-FAX

**For period ended: March 31, 1992**

This supplement provides circulation data on publications that filed their Publisher's Statements subsequent to printing the regular FAS-FAX report.

The supplement also contains corrections to data shown in the original report. Figures underlined indicate corrections.

*PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT*

| | SPECIAL SERVICES | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/OH'S % | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/OH'S % | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 3/31/92 | TOTAL CIRCULATION AS OF 3/31/91 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEWFOUNDLAND** | | | | | | | | | | | | |
| ST. JOHN'S (CEN. DIV. 1) | | | 31,100 | | | 80,300 | | | 111,400 | | | |
| TELEGRAM | E (M-F) | P | | 21,406 | 68.83 | | 17,731 | 22.08 | | 39,137 | 39,876 | 39,718 |
| TELEGRAM | WKND | P | | 26,140 | 84.05 | | 31,294 | 38.97 | | 57,434 | 59,736 | 58,245 |
| TELEGRAM | SUN | P | | 19,927 | 64.07 | | 18,518 | 23.06 | | 38,445 | 39,240 | 37,036 |
| **PRINCE EDWARD ISLAND** | | | | | | | | | | | | |
| SUMMERSIDE (PRINCE CO.) | | | 4,600 | | | 11,200 | | | 15,800 | | | |
| JOURNAL-PIONEER | E (M-SAT) | | | 3,907 | 84.93 | | 5,709 | 50.97 | | 9,616 | 10,526 | 11,142 |
| **NOVA SCOTIA** | | | | | | | | | | | | |
| AMHERST (CUMBERLAND CO.) | | | 3,700 | | | 12,300 | | | 16,000 | | | |
| NEWS | M (M-F) | | | 2,371 | 64.08 | | 1,346 | 10.94 | | 3,717 | 3,797 | 3,856 |
| CITIZEN | SAT | | | 2,732 | 73.84 | | 2,900 | 23.58 | | 5,632 | 6,398 | 6,655 |
| HALIFAX (HALIFAX CO.) | | | 121,100 # | | | | | | 121,100 | | | |
| NEWS | M (M-SAT) | | # | 20,720 | 17.11 | | | | | 20,720 | 24,004 | 25,427 |
| NEWS | SUN | | # | 29,118 | 24.04 | | | | | 29,118 | 36,386 | 37,826 |
| **NEW BRUNSWICK** | | | | | | | | | | | | |
| CARAQUET (GLOUCESTER CO.) | | | 28,600 # | | | | | | 28,600 | | | |
| L'ACADIE NOUVELLE | M (M-F) | | # | 10,477 | 36.63 | | | | | 10,477 | 16,838 | 15,877 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **QUEBEC** | | | | | | | | | | | | |
| CHICOUTIMI (CHICOUTIMI CO.) | | | 23,300 | | | 45,600 | | | 68,900 | | | |
| LE QUOTIDIEN | M (M-SAT) | | | 9,436 | 40.50 | | 14,785 | 32.42 | | 24,221 | 31,023 | 31,320 |
| MONTREAL (ILE DE MONTREAL CO.) | | | 1,028,900 | | | 502,300 | | | 1,531,200 | | | |
| GAZETTE | M (M-F) | C | | 132,490 | 12.88 | | 16,513 | 3.29 | | 149,003 | 160,745 | 168,046 |
| GAZETTE | SAT M | C | | 186,724 | 18.15 | | 30,590 | 6.09 | | 217,314 | 236,592 | 246,698 |
| GAZETTE | SUN | C | | 121,508 | 11.81 | | 17,312 | 3.45 | | 138,820 | 149,454 | 155,546 |
| **ONTARIO** | | | | | | | | | | | | |
| GUELPH (WELLINGTON CO.) | | | 33,500 | | | 9,900 | | | 43,400 | | | |
| MERCURY | E (M-SAT) | P,C | | 15,104 | 45.09 | | 2,472 | 24.97 | | 17,576 | 18,048 * | 18,612 * |
| KINGSTON (FRONTENAC CO.) | | | 39,800 # | | | 33,800 | | | 73,600 | | | |
| WHIG-STANDARD | E (M-FRI) | C | # | 22,811 | 57.31 | | 10,396 | 30.76 | | 33,207 | 34,081 * (b) | 35,118 * |
| WHIG-STANDARD | E (M-SAT) | C | # | | | | | | | | | |
| WHIG-STANDARD | SAT | C | # | 26,457 | 66.47 | | 13,257 | 39.22 | | 39,714 | 41,189 * (b) | |
| OSHAWA (DURHAM RM) | | | 50,300 | | | 34,400 | | | 84,700 | | | |
| TIMES | E (M-SAT) | P | | 16,144 | 32.10 | | 7,126 | 20.72 | | 23,270 | 23,534 * | 20,485 * |
| SUDBURY (SUDBURY RM) | | | 34,400 | | | 34,400 | | | 68,800 | | | |
| STAR (3-1-92 TO 3-31-92) | SUN | P | | 13,510 | 39.27 | | 10,178 | 29.59 | | 23,688 | 24,732 (b) | |
| TIMMINS (COCHRANE DIST.) | | | 11,800 | | | 5,600 | | | 17,400 | | | |
| PRESS | E (M-SAT) | | | 8,281 | 70.18 | | 2,198 | 39.25 | | 10,479 | 13,305 | 12,087 |
| **MANITOBA** | | | | | | | | | | | | |
| PORTAGE LA PRAIRIE (CEN. DIV. 9) | | | 5,300 | | | 4,600 | | | 9,900 | | | |
| GRAPHIC | E (M-SAT) | | | 3,826 | 72.19 | | 275 | 5.98 | | 4,101 | 4,162 | 4,230 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| **SASKATCHEWAN** | | | | | | | | | | | |
| PRINCE ALBERT (CEN. DIV. 15) | | 12,500 | | | 8,900 | | | 21,400 | | | |
| HERALD | E (M-SAT) | | 8,486 | 67.89 | | 1,671 | 18.78 | | 10,157 | 10,365 | 10,190 |
| **ALBERTA** | | | | | | | | | | | |
| FORT McMURRAY (CEN. DIV. 12) | | 11,400 @ | | | | | | 11,400 | | | |
| TODAY | E (M-TH) | @ | 5,675 | 49.78 | | | | | 5,675 | 5,813 | 5,841 |
| TODAY | FRI E | @ | 8,055 | 70.66 | | | | | 8,055 | 8,205 | 8,078 |
| RED DEER (CEN. DIV. 8) | | 21,200 | | | 49,400 | | | 70,600 | | | |
| ADVOCATE | E (M-SAT) P | | 13,630 | 64.29 | | 8,744 | 17.70 | | 22,374 | 22,460 | 23,009 |
| **BRITISH COLUMBIA** | | | | | | | | | | | |
| NELSON (CENTRAL KOOTENAY RD) | | 4,000 | | | 19,400 | | | 23,400 | | | |
| NEWS | E (M-F) | | 2,442 | 61.05 | | 1,950 | 10.05 | | 4,392 | 4,605 | 4,811 |
| TRAIL (KOOTENAY BOUNDARY RD) | | 4,500 | | | 10,700 | | | 15,200 | | | |
| TIMES | E (M-F) | | 3,099 | 68.87 | | 2,667 | 24.93 | | 5,766 | 5,934 | 6,054 |

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| CONSOLIDATED NEWSPAPER GROUP | | TOTAL CIRCULATION AS OF 3/31/92 | 3/31/91 |
|---|---|---|---|
| PROBEC 5 LTD. | ALL DAY (M-F) & M | 461,417 | 477,324 |
| PROBEC 5 LTD. | SAT M | 574,496 | 576,446 |
| PROBEC 5 LTD. | SUN | 279,232 | 286,848 |